



Job Description:
Marketing Specialist
Full Time (Tokyo-based)

The TOMODACHI Initiative is a public-private partnership forged after the Great East Japan Earthquake and led by the U.S. Government, the Japanese Government and the U.S.-Japan Council, a 501(c)(3) non-profit organization. It is supported by corporations, organization and individuals from the United States and Japan.

TOMODACHI's mission is to support initiatives that benefit Japan's short-term needs resulting from the Great East Japan Earthquake, and to invest in the next generation of Japanese and Americans by creating opportunities for cross-cultural exchange, entrepreneurship and leadership that enhance long-term competitiveness and strengthen connections between the United States and Japan.

Our vision is to help create a future generation of Japanese and Americans, a TOMODACHI generation, of driven doers, thinkers and creators who are invested in the future of U.S.-Japan relations with an appreciation of each other's culture and countries and with global skills and mindsets.

OVERVIEW OF ROLE

Working under the direction of the Executive Director of TOMODACHI as an employee of U.S.-Japan Council (Japan), the Marketing Specialist plays a critical role in developing and implementing a comprehensive strategic marketing strategy to build and develop the profile and brand of TOMODACHI among a diverse audience, including senior corporate executives, government leaders, recipients of support, other donors and the press. The Marketing Specialist will work closely with teams from the U.S.-Japan Council and the U.S. Embassy in the implementation of this mission. This position is offered for a one-year contract, with an option for renewal.

RESPONSIBILITIES

- Develop and implement a comprehensive marketing strategy in collaboration with the Executive Director of TOMODACHI and TOMODACHI team.
- Build and promote the TOMODACHI brand through strategic marketing opportunities.
- Work directly with donors to develop new public relations and marketing opportunities for programs.
- Develop new donor relationships through sponsorships opportunities.
- Provide high-quality writing in both English and Japanese, to include press releases, website copy, Facebook and Twitter updates
- Manage relationships with partner organizations, including communication advisors, PR firms, consulting/advertising/design firms, and freelance writers as appropriate.
- Ensure coordination and integration of marketing and communications between TOMODACHI partners, including the U.S. State Department, the Government of Japan and the U.S.-Japan Council.
- Manage the use of the TOMODACHI logo, and the development and use of TOMODACHI merchandise.
- Other duties as may be assigned.

DESIRED SKILLS

- Strategic thinker with strong marketing experience, problem-solving and analytical skills.
- Excellent interpersonal, written and oral communication skills in both English and Japanese.
- Self-motivation and ability to excel in a fast-paced and unstructured environment.
- Exceptional organizational and project management skills, including the ability to work under tight deadlines and manage multiple priorities.
- Demonstrated ability to work independently and on a team.

BACKGROUND AND TRAINING

- 5+ years experience in marketing, including experience in Japan.
- Experience with corporate marketing campaigns and brand development/management

TO APPLY

If qualified and interested, please contact opportunities@usjapancouncil.org by January 15, 2013.